

THE

QUILL

A MAGAZINE FOR JOURNALISTS



September, 1950

NEWSPAPERS VIEW THE END OF WAR AT PANGLOSS, KOREA
United Nations and Communists were announced to accept signed terms.
Documents filed on the table under the eye of a Red Security guard.

30 Cents



WILBUR WRIGHT is here shown carrying gasoline to plane for one of man's earliest powered flights. Girl is believed to be Harriet Quimby, America's first woman pilot. Continuous oil research for 50 years makes the difference between the gasoline in Wilbur Wright's 5 gallon can and the special jet fuels and aviation gasolines in the tanks of today's planes.

They brought you the Age of Flight because

They Were Free To Try The Impossible

In 1903 the "experts" said it was impossible for a powered heavier-than-air machine to fly. But the Wright Brothers weren't discouraged by the experts. Free to put energy and money into a challenge to the impossible, they flew at Kitty Hawk—opened up the Age of Flight—and created new jobs and opportunities for millions.

This same freedom—under a system where the opportunity for rewards exists—has also been a major reason for the constant progress U. S. oilmen have made.

One example—in the early 30's the experts said it was impossible to produce low-cost 100 octane aviation gasoline. But competing U. S. oil companies, stubbornly invested millions learning how—long before a market for the product existed.

When World War II came, oilmen were ready. 100 octane gasoline, which the Germans never had in quantity, was one vital key to victory because it gave Allied planes vastly greater speed and range.

Because they were free to try the impossible again and again, oilmen, like the men of aviation, have served you and the nation well in the 50 years since Kitty Hawk. They will continue to search out new horizons for you so long as this great American freedom exists.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N. Y.



1911—EARLE OVINGTON, pilot of early air-mail run, gets mail from Postmaster General Hitchcock before 10 mile flight. Better planes, fuels, lubricants later made dependable air-mail service possible.



1927—CHARLES LINDBERGH—(arrow) stands by as the Spirit of St. Louis is fueled for its historic flight from New York to Paris. Over 450 gallons of gasoline were poured by hand into the plane's tanks.



1940—"SCRAMBLE"—RAF pilots race to Spitfires to repel attack. British call American-produced 100 octane gasoline, which Germans didn't have in quantity, margin of victory in Battle of Britain.



1953—OFF KOREA—carrier jets being refueled at sea. Even though new jets gulp fuel 8 times faster than World War II planes, U.S. oilmen are keeping ahead of record demands for these special fuels.

Bylines in This Issue

CERTAINLY there are easy going, slow drawing southerners, cast in the manana mold—but **Virgil M. (Red) Newton Jr.** is not among them. Southerner, yes, born in Atlanta, Ga., and educated at Gainesville, Fla. If you think there's anything easy going in Red's make-up, however, have a look at "A Growing Threat to Democracy—Secrecy in Government" (page 7). He's been a busy guy!

Red's been going at a pace like that ever since he worked his way through the University of Florida as correspondent for eight newspapers, played four years of varsity basketball and worked as sports editor of the Gainesville Sun during his senior year.

After his graduation in 1926, he moved over to Tampa as reporter and sports editor of the Tampa Daily Times. In 1930 he became sports editor of the Tampa Tribune. Five years later he was assistant managing editor, and for the last decade he has been managing editor.

He's also chairman of the Sigma Delta Chi Committee for the Advancement of Freedom of Information, a member of the Freedom of Information Committee of the Associated Press Managing Editors Association, and treasurer and a member of the board of directors of the ASNE.

He's vice president of the Tampa Community Chest, vice president of the polio foundation, a member of the Red Cross board of directors, and a member of the executive council of the Tampa Boy Scouts. He is active on the Florida Governor's Safety Council.

He was president of the Hillsborough County Alumni and Florida West Coast Alumni of the University of Florida in 1948, and a member of the executive council of the state alumni association of the University of Florida in 1949-50. He was chairman of Tampa's Community Chest drive in November, 1949; chairman of the polio drive in January, 1950; and co-chairman of the Red Cross drive in March, 1950—the first time in Tampa's history that all three went over quota.

He belongs to the University Club of Tampa; the Tampa Yacht & Country Club, and Ye Mystic Krewe of Gasparilla. He's married and the father of one son, Virgil M. 3d, 15.

Whew!

HOLLYWOOD and movie-goers may be agog over "3-D" as a new factor in the presentation of enter-

tainment on the screen. But the men who are seeking more vivid ways of presenting the world's news pictorially also have a stake in this new dimension, **John Durniak** points out in "3-D: A Gimmick Today, Journalism Tomorrow" (page 8).

Now an assistant editor of *Photography*, Durniak has both a varied practical background and an academic one in pictorial journalism. He was graduated in journalism at Bowling Green State University and took a master's degree in pictorial journalism at the State University of Iowa.

He worked as a photographer's assistant at *Life* and was sports editor of the Bronxville (N.Y.) *Reporter*. He also wrote television picture scripts for United Press Pictures in New York before joining *Photography*.

AMONG the 500 present at Sigma Delta Chi's national awards dinner this year in Chicago was **Dick Cheverton**, news



DICK CHEVERTON

director of WMT, Cedar Rapids, Iowa. His station that night received the professional journalistic fraternity's bronze medallion for the most distinguished public service in radio journalism during 1952.

The editors of *The QUILL* asked Dick just what WMT did—and how and why—to serve its listeners with such distinction. "Politics Is Your Business" (page 11) is his story of the series of broadcasts designed to educate WMT's audience in government from the precinct level up.

Dick did his first reporting for the *Parkchester Review*, in New York City's Bronx, after attending Monmouth College in Illinois. That was in 1940. From there he went to Newport News, Va., returned to New York to work on *PM* and help start *Parade*. He came out of the Navy and entered radio news in Iowa, working first at Muscatine and Mason City.

H. I. FONTELLIO-NANTON, author of "The Negro Press and Its Obligations" (page 10), writes both sympathetically and critically of a field he knows as a Negro newspaper man, government and commer-

cial publicist and journalism educator.

He is now head of the department of journalism at Texas Southern University in Houston and part owner of Tony Associates, only Negro public relations firm specializing in the Negro market in the area.

He came to the States from the Canal Zone, he reports, with "all good intention" of studying medicine. While a student at Wesleyan University in Middletown, Conn., he became interested in journalism, did various newspaper jobs and took a few courses at Columbia University. Finally he became editor and publisher of the *Carolina Tribune* at Raleigh, N. C.

While there he served on the state housing survey and published the only minority report on housing in the South on "Negro Housing in North Carolina." Service with the National Youth Administration followed—he was deputy administrative assistant in charge of Negro affairs.

Desiring more education, he returned to classes at the State University of Iowa in the postwar years to earn his M.A. in journalism and his Ph.D. in journalism and sociology.

THE United States' sister republic south of the border had the Revolution which Mexicans spell with a capital "R" back in 1910-17. But a quieter and more constructive revolution has been continuing over the air during recent decades in a land whose difficult distances are tied together by a series of powerful radio stations.

Marvin Alisky's "Mexican News-casts Link a Nation in a Peaceful Revolution" (page 12) coincides exactly with Mexico's current celebration of its first thirty years of broadcasting. It is based on a professional background of radio and television in this country, special studies at the University of Texas and the Instituto Tecnológico de Monterrey.

Marvin last wrote for *The QUILL* in November, 1950, when he described a television format developed when he was news editor of San Antonio's KEYL. Since that time he has taken his Ph.D. at the University of Texas' graduate Institute of Latin-American studies. He recently joined the journalism faculty at Indiana University, where he is an assistant professor and news director of Indiana's WFIU.

He has traveled in Mexico since boyhood and speaks fluent Spanish. Living in San Antonio and Austin, he has frequently dialed Mexico's powerful stations—XEW, XEX and XEQ. And he reports that since 1950 he has collected data on Mexican radio in earnest, working behind the scenes in Mexico City television operations and visiting every type of village.

**Children aren't
always careful... but you can be!**



ESSO STANDARD OIL COMPANY

**Safety knows
no season**

"In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages."

STANLEY C. HOPE

President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because "safety knows no season."



**ESSO STANDARD
OIL COMPANY**

THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLI

No. 9

"Man Bites Dog" . . . But Why?

THERE may have been a time when the press was under so little criticism that it could brag of "man bites dog" as a standard of news judgment and expect a pat on the head for so smart a definition of what readers wanted. But I cannot remember it. Today plain people and pundits alike take us to task for accentuating the bad and the trivial and disregarding the good news.

Readers are constantly asking the editor why he doesn't pay more attention to the day to day doings of the nice people in town instead of frittering away his space on broken heads and homes. There seems to be a belief on the part of students of world affairs that if newspapers would only forget the more peculiar behavior of other nations and emphasize their fine qualities, peace would follow as green growth follows rain and sun.

I will concede a limited validity in such complaints. But the press is much more "constructive" (to borrow our critics' favorite adjective) than it was when I first sat on a news desk. Then we were in no doubt whatever about the relative news claims of calamity over evidences of the attainment of the better life.

Today we give much more space to civic planning and social welfare at all political levels from the neighborhood to the United Nations (even when experience sometimes tells us that nothing much will come of it). We are delighted when we can find those individual heroisms of everyday life that win no Carnegie medals but show how man is capable of rising above himself.

But "man bites dog" remains news. So does "dog bites man" if there is rabies about. All the well-behaved pooches in town cannot equal either event as news. If a city editor could find such a day, he might print a story to the effect that there are 126,621 married couples in Whoosis County and not a single one sued for divorce in the last twenty-four hours. It might go over big, once.

THE problem is even trickier when applied to world news. We no longer waste much space on the more trivial aspects of, say, British or French life because we are in the soup together and giving them a lot of hard-earned tax money to boot. But even discussion of the more disturbing aspects of international affairs is still not the "constructive" approach in the minds of some critics.

Dr. Benjamin Cohen, United Nations assistant secretary-general in charge of public information, takes up the case for the constructive approach to world news in the July *I.P.I. Report* of the International Press Institute. This former Chilean newspaperman makes some excellent points, particularly on Latin-American news

coverage, but he also makes some of the error of lay critics.

He protests that it is an eight-column line when a Russian delegate takes a walk at the United Nations, but when 3,000,000 people are cured of yaws it goes on the spike. I doubt if any news about 3,000,000 persons would go on the spike. But I can offer an explanation.

Yaws was licked (if it has been licked) over a period of time. There was no announcement with trumpets and banners at the time the 3,000,000th victim recovered. It is also possible that at the same time the people in Chicago, for example, were mightily concerned about the daily chart of infantile paralysis. But this criticism was relatively specific. Dr. Cohen continues:

"In the same way, only casual mention is made of work in the social field, creation of a higher consciousness of social and economic rights, progress in developing new practical applications of civic and political rights, the struggle for freedom of non-self-governing peoples. Little notice is taken of this constant effort made by the masses of mankind to reach the level on which every person . . . will feel that he is a full-fledged member of the human race, with certain minimum rights guaranteed to him by the world community and with corresponding duties to work for peace and progress."

I DETECT here distinct traces of gobbledegook. Only history can write that story. And quite an area of the world had already achieved much of the goal he mentions. But it has been very busy for a decade and more defending it from people who have deliberately denied practically all the rights Dr. Cohen mentions.

That is the big international news story and every newspaper follows it every day within the limitations of its resources. The press is eager to learn every scrap of evidence from the other camp. It seizes on every indication that our side is aware of its heritage and willing to defend it. Readers want good news desperately and every news editor knows it.

Critics of news play like to say that newspapers underestimate readers' intelligence. What they really mean is that we underestimate the extent of readers' background and consequent willingness to read news they do not understand. Actually I suspect that, in the pinch of time and space, we far more frequently overestimate readers' knowledge, if not their intelligence.

Closing this gap is a task to which the press must address itself. The answer to the need for better world understanding is not in printing a greatly different kind of news. It lies in explaining it better. I am all on the side of those newspapermen who believe that interpretive news writing is just beginning to come into its own. We must explain *why* the man bit the dog. **CARL R. KESLER**

<u>EDITOR</u>		<u>ASSOCIATE EDITORS</u>		<u>BUSINESS MANAGER</u>	<u>PUBLICATION BOARD</u>
CARL R. KESLER	FLOYD G. ARPAN	DICK FITZPATRICK	R. L. NEUBERGER	VICTOR E. BLUEDORN	LEE HILLS
<u>MANAGING EDITOR</u>	JAMES A. BYRON	HOWARD L. KANY	J. E. RATNER	<u>PUBLICITY</u>	CHARLES C. CLAYTON
KEN CLAYTON	ROBERT CAVAGNARO	LESLIE G. MOELLER	WILLIAM E. RAY	RICHARD H. COSTA	JOHN M. MCCLELLAND JR.

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. Subscription Rates—One year, \$3.00; single copies, 30c. When changing an address, give the old address as well as the new. Address all correspondence to the Chicago office. Office of Publication, 1201-5 Bluff Street, Fulton, Mo. ADVERTISING, BUSINESS, AND CIRCULATING OFFICES, 35 East Wacker Drive, Chicago 1, Ill. EDITORIAL OFFICE, 138 South East Ave., Oak Park, Ill.



MODERN FARMERS like J. A. Parks of Maloy, Iowa, using the gang plow above, can produce much more in much less time than the farmer of just a few years ago. In the horse-powered days of farming it took as many as 35 man-hours to produce and harvest an acre of

corn. Now, on many mechanized farms, it is done in fewer than 11 man-hours. In addition, the shift from animal power to machine power released about 72,000,000 acres of cropland from producing feed for horses and mules to producing food for the nation's tables.

WHAT EVER HAPPENED TO THE MAN BEHIND THE PLOW?

THE "man behind the plow" is still very much in the picture, but he's *up front now*. And because he is, you and your family—even the world—are better fed today.

Not many years ago the American farmer walked behind the old horse-drawn plow, worked longer hours and produced much less than he does today. But that was before the development of the "hired hands" that never tire—the tractors, trucks and implements which do the work of many men, and the petroleum fuels and lubricants which keep them running.

In the last 50 years or so, while America's population was growing from 75,000,000 to more than 150,000,000 a remarkable change was taking place in agriculture. Today 8,000,000 *fewer* persons on America's farms are producing food for 75,000,000 *more* Americans.

Yet America has never been better fed. It has never been better equipped to export needed foods to other countries for normal requirements, or to combat famine—an ally of communism—wherever it appears.

Never have so few fed so many so well.

To help make ours a more abundant land, Standard Oil pioneered in delivering petroleum products right to the farmers' doors in the quantities needed and at reasonable prices. This on-the-spot delivery, started way back in 1910, was vital to the rapid growth of mechanized farming in the Middlewest—one of the most productive agricultural regions in the world.

So many rural customers have learned to depend on Standard Oil products and services that we now serve far more Midwestern farmers than any other oil company.

Standard Oil Company (INDIANA)

THE QUILL for September, 1953

In summarizing six months of activity by the Sigma Delta Chi Committee for the Advancement of Freedom of Information, its chairman warns of

A Growing Threat to Democracy: Secrecy in Government!

By V. M. NEWTON JR.

THE period from January 1, 1953, to July 1, 1953, was an exceptionally busy six months for the Sigma Delta Chi National Committee for the Advancement of Freedom of Information. If any conclusion is warranted on the basis of a close association with that activity as chairman of the committee, I believe it is the conclusion that secrecy in government, combined with the public indifference which permits such an evil to flourish, constitutes the greatest threat to freedom of information since ratification of the first amendment to the Constitution back in 1791.

Altogether during the first half of 1953 the Committee for the Advancement of Freedom of Information processed forty major cases, the majority of which concerned secret government of one kind or another, or outright censorship by autocratic public officials.

We lodged eighteen formal protests against secrecy in the lower levels of American government. These ranged from secret meetings of the Andover, Mass., town selectmen and censorship of the names of polio victims by the Metuchem, N. J., board of health to secret meetings of the Alameda, Cal., city council and a secret conference on ethical standards at the University of California.

In Florida, alone, we protested the secret meetings of city councils at Tallahassee, Sarasota, and Jacksonville; of the school boards of Pinellas and Lee Counties; and of the board of commissioners of Bay County.

Secret government has been extended even to our courts, in direct violation of our Constitution. This committee lodged a formal protest the judge's order barring both the press and the public from the Jelke morals trial in New York. The judge gave as his excuse that the testimony would damage the morals of the land.

Yet, throughout the trial, we had a strange sight of a key witness—a young, confessed prostitute—holding court in a public toilet and giving the press her version of what took

This article is adapted from an address by V. M. (Red) Newton Jr., managing editor of the Tampa Morning Tribune and chairman of the Sigma Delta Chi Committee for the Advancement of Freedom of Information, at a meeting of the Greater Miami Chapter of the professional journalistic fraternity.

place behind those locked courtroom doors.

We filed similar protests against the locked courtroom doors in a rape trial at Lynchburg, Va., and in a juvenile case at Littleton, Colo., where a judge barred press and public from the trial of twelve boys charged with preying on occupants of parked cars in a lover's lane.

FORMAL protests also were filed against the secret meetings of the joint appropriations committee of the North Carolina legislature and of the senate rules committee and the house appropriations committee of the Florida legislature, and against the action of Governor Fine of Pennsylvania, who directed that all news of the Pennsylvania state government be released through his office. And we filed similar protests against a sheriff at Raton, N. M., for withholding accident reports from the Raton *Daily Range* and against a police chief at Lake Geneva, Wis., for announcing that he would select the news he would release to the Lake Geneva *News*.

When a reporter interviewed this police chief on his reaction, he said: "Oh, I got some letter from an outfit down in Florida talking about freedom. It looked to me like a red outfit. I tore it up and threw it into the wastebasket."

We also protested successfully to a Congressional committee considering a bill for censorship of pornographic literature and books, and we sent letters of protest to Governor Talmadge of Georgia and the chairman of the newly created Georgia state lit-

erature commission regarding secret censorship of books and magazines on the general grounds of obscenity.

I pointed out to the chairman of the Georgia commission that, in my opinion, only one man ever lived on earth who was competent to judge the moral standards of his fellow men and that He died on the cross. The Georgia chairman, a Baptist preacher, wrote back, as if he had made an astounding discovery, that I must be a Christian. I replied that not only was I a Christian, but that as a member of the board of stewards of a Methodist church in Tampa I was deeply concerned over whether freedom of worship could survive if we extended Georgia's censorship of press and speech throughout the land.

Other protests were sent to the federal civil service commission for withholding the names of former Congressmen receiving federal pensions, and to the Houston, Tex., city council and the board of commissioners of Columbia County, Florida, for banning radio and television broadcasts of their meetings. We successfully opposed a bill in the Florida legislature, which would have prohibited radio and television broadcasts of legislative hearings.

WE sent letters to key senators and representatives of the legislatures of Florida, Michigan, and Tennessee urging that they repeal their welfare secrecy laws, and all three opened the rolls. We have sent similar letters to key men in the Ohio legislature, which now is considering repeal of the same welfare secrecy law.

Your committee also took the trouble of writing each member of the senate and house committees of the California and Indiana legislatures, urging that they adopt the bill before them which would make it illegal for public officials in their states to hold secret executive sessions. I am delighted to report that both legislatures finally adopted the law.

In March, we distributed an interim report on the right of public inspection

(Continued on page 14)

3-D: A Gimmick Today, Journalism Tomorrow

Dimensional pictures may enable newsmen at last to convey the impact of actual participation in events they cover.

By JOHN DURNIK

TROOPS march through the aisles of the theatre. Their boots are muddy but they leave no stains. You catch snatches of their conversation as they trudge past, heading for the front lines. Suddenly a blast! Your arms go around your head for protection. A grenade explodes in the second row.

Housewives, grandmothers and children duck with shadow soldiers. This is war as they never felt it before. Every minute is a lifetime. Death is everywhere.

This soon may be a part of a newsreel at your local theatre if 3-D and wide screen motion picture companies join hands with wide awake picture journalists.

But first, you, the journalist, must dig down past the sensationalism that "dimensional" pictures have created and find the tools that are there, tools that will give you new power. The news stories that fill the theatre pages of your newspapers are not to be passed off lightly.

In the hands of picture makers, science has placed machines and techniques that can help journalists accomplish what they have been attempting for centuries: make an audience feel that it is participating in the event.

The written word, the spoken word, the still picture, and the motion-sound picture all are footholds leading to a type of reporting that staggers the imagination—dimensional color reporting with dimensional sound.

Report a flood and have your public with you in your camera boat. Take your audience to India and have it walk at your side to see and hear the starving. In three hours fly thousands around the world and help them feel that this is a small world with problems that touch everyone.

There is still confusion about 3-D and wide screen picture processes. There are some twenty-two systems for producing the third dimension impression: Cinerama, Natural Vision, CinemaScope, Todd-AO Process, Metrovision, Stereo-Techniques, Depth-O-Vision, and others.

What is possible for journalism through these new filming processes?

The motion picture journalist is concerned with newsreels and documentaries. For the newsreel maker there are definite limitations on his equipment. He is one with speed. He moves quickly and shoots quickly. His camera must be light and maneuverable. For the documentary worker, there is more leeway. While the event controls the newsreel man, the documentary maker has time to use his creative talent and adjust to bulky equipment.

Sifting through the list of new processes, one finds there are two general concepts behind most all of them.

First, the 3-D or stereoscopic process presents a third dimension illusion by projecting two images on a normal flat screen and placing polaroid glasses on the audience. Each eye sees a different picture and the impulse left on the brain carries the dimensional illusion.

Second, the depth-illusion or wide screen process projects a picture slightly shorter than the normal span of eyesight on to a curved screen, thus giving a picture that is almost "natural" to the eyes.

(The "happy medium" was predicted for the future by a story in *Variety*, last April 23. It is a wide screen, stereo picture process which can be viewed without glasses. According to the story, this system is a scientific possibility.)

OF the two present concepts, this writer favors the wide screen process. From what he has seen to this moment, this process has a greater drawing power. Wide screen films tend to "pull" the onlooker until he feels he is participating in the event portrayed or watching as an eyewitness.

Today there are two major systems being used for wide screen filming, Cinerama and CinemaScope.

Both systems are young. Perfection comes with time. But if the picture journalist had to start shooting



John Durniak, who speculates on journalistic use of new film techniques, is an assistant editor of *Photography*.

tomorrow morning, which system might be better for him?

Cinerama has more to offer him when it comes to uniting an audience with the event filmed, but CinemaScope has more to offer in terms of equipment. Cinerama has a more spectacular effect which it achieves with costly and heavy equipment. CinemaScope has a less powerful effect which it gets by just putting a new lens on a regular camera.

With CinemaScope, the transition for photographers will be slight as far as the physical aspects of the camera are concerned.

What are other advantages and weaknesses of wide screen and 3-D processes for the journalist?

Color: Most effective wide screen and 3-D films are in color. Though scenes will be more natural, the nature of present color films will prohibit their use under inadequate light.

Sound: the stereophonic sound systems incorporated with the new film processes add greatly to realism but they will be difficult to handle in situations that do not permit setting up equipment in advance.

Technique: At present, the long, short and wide angle lenses cannot be used for long, medium and close up shooting. Cameramen and directors must find new ways of pacing films.

Circulation: Since the basis of journalism is communication to many, the system used by the journalist

must be one that can readily be shown anywhere. The whole film industry must, sooner or later, decide on one film system and perfect it.

What has Hollywood been saying about the journalistic possibilities of 3-D and wide screen processes? Little from what this writer has seen.

Paramount is doing some experimenting on newsreels in 3-D and wide screen processes, but nothing definite has been scheduled.

Three-dimensional television is also a reality. Advocates of one system of 3-D telecasting say a slight change, which costs some \$10, is all that is necessary to convert a "flat" TV set into a "3-D-TV" receiver. Spectators must wear glasses. Where will this type of television go? It is difficult to speculate about its future.

THE medium can be only as great as the men who use it. The still picture in the hands of a competent photographer like *Life* magazine's David Douglas Duncan could hit hard when he reported the Korean war. Edward R. Murrow and his CBS "See It Now" television staff could take the same Korean war and make it dynamic through the "flat" TV motion picture. Who will take a similar subject and report with new force in 3-D or wide screen pictures?

Let your imaginations go. Look at Cinerama, CinemaScope and the various 3-D processes. What could you do with each method while covering a forest fire, or other disaster?

But these are all spectacular. Could you cover a speech by a dictator with dimension pictures and do more than the still camera could?

Could you take a thousand people on a jet flight, forcing their backs against their chairs and let them share a feeling only a few on earth have ever had?

Time and testing will narrow the field and establish a direction, but the picture journalist must be thinking along with every step in the new business because the tools that are finally accepted will be more for him than anyone else. Documentary and newsreel reporting will have a vitality they have never enjoyed once the journalist visualizes the potential of this new picture medium.

Hollywood will have its fling with horror movies, "colossal spectacles" and other tricks. But the real importance of this new method of communication more likely will be in journalistic realism. It can carry impact for enlightenment as well as entertainment. First hand participation in *who, what, where, when* and *how* will come with every admission ticket.

THE QUILL for September, 1953



Cinerama brought a new front and overflow crowds to New York's Broadway Theater (above). David Douglas Duncan of *Life* Magazine carried the impact of the Korean War with remarkable force in such still pictures as those below. Could an added "dimension" in news and documentary films give journalism an even more potent means of making current history real?



Gains accomplished in the last 126 years and a probability of even greater progress are pointed out by this journalist in analyzing

The Negro Press and Its Obligations

By H. I. FONTELLIO-NANTON

WHEREVER enlightened people are found, one can expect to find a free press. It therefore follows that we must and do have a free press in America. And because the fulfillment of its task must be accomplished through the indispensable ingredient of freedom, the American newspaper is an institution of great responsibility, power, and prestige.

As part of the press of the nation, the Negro newspaper too, has a great responsibility, and today, thanks to the increasing number of competent men and women engaged in this field, the Negro press offers organizational and personal opportunity.

Why is it then that many criticize the Negro press for not being representative of the Negro citizenry, claim that it is not free to express itself and that in many instances it serves only to magnify the race's inadequacies, or maintain that it is inflammatory, sensational, and irresponsible? Whether these critics are right or not, this criticism results from the fact that the Negro press falls in a special class, and too often publishers lose sight of the overall function of the newspaper in their zeal to defend the Negro's rights.

The Negro newspaper of today might be compared to the newspapers of the days of Dana, Greeley, and Bennett, when the main purpose of a newspaper was to sell as many copies as possible, and the end justified the means. In other words, Negro newspapers are going through a metamorphosis, and those of us who are concerned with the press are hoping that it will emerge right side up and functioning as it should, an organ designed to entertain, influence, and primarily to inform the general public.

However, the Negro newspaper has made some outstanding contributions to the advancement of the race. Since the establishment of the first Negro newspaper in America 126 years ago, on March 16, 1827, the Negro press has made commendable progress in spite of the obstacles which beset it.

Little by little it has advanced from the realm of "yellow journalism" to its present state of comparative respectability. Because of the recent recognition accorded the Negro press

by national advertisers, it has been able to purge its advertising columns. This same advertising has helped the development of more efficient writers and business executives, resulting in a much better product.

The day is not far distant when we will look upon all Negro newspapers as being in the modern or semi-modern class. When the Negro newspaper publisher realizes that in his every day task of examining the glut of public occurrences, ideas, and situations, he must determine which is of most interest to his reading public, he will also come to the realization that he can do this only by measuring these in terms of their significance for the Negro community.

HE will also realize that factual presentation of the day's news is not enough. Complex situations require interpretation and explanation. Background information must be provided to supplement the news, and in order to provide this material as enrichment for the news story, he may have to serve as an avid student of history and geography.

No group faces a bigger job than do

the Negro citizens of this country. It is here that the Negro press is related to the Negro problem. It has become the oracle of the colored people. More than that, it is the defender of their rights against encroachments of the ambitious and covetous.

Only those who understand fully the contention of the Negro for fair play and the magnitude of the forces against him can have a correct idea of the great work which the Negro press can do. Even the Negro himself cannot appreciate this, for from time to time, even Negroes cry out against the so-called radicalism of the Negro press. What they fail to realize, is that the greatest argument for the justification of the existence of the Negro press, is an intelligent militancy in the fight for justice.

The Negro newspaper is duty bound to disseminate news, yes, but it seldom is in a position to cover important happenings as effectively and as rapidly as the general press. It is in the fight for Negro rights that it grows in stature and influence. These people also have failed to realize that as long as men are oppressed they will cry out in protest or indignation. What better weapon has the Negro to fight inequities than the Negro press?

AS the Negro press reaches maturity, it can perform its duty for its readers. It can join in the press effort to give man everywhere knowledge of the world and of one another and to promote comprehension and appreciation of the goals of a free society that shall embrace all men.

I do not subscribe to the idea that the Negro press is not free. Although we have much to be desired from our publishers, it is safe to say that most, if not all of them recognize that freedom of the press is essential to political liberty. Where men cannot freely convey their thoughts to one another, no freedom is secure.

Freedom of action must be based upon free access of truth. A prominent American once said, "to a free society a free press is as essential as the legislative, executive, and judicial department of representative government." To the Negro press and to the Negro citizenry this is of utmost importance.



H. I. Fontellio-Nanton heads the department of journalism at Texas Southern University in Houston and is active in a public relations firm.



Dick Cheverton, news director of Cedar Rapids' WMT, interviewed Iowa political leaders on both convention floors during the 1952 campaign. He appears here with Herschel Loveless, Democratic candidate for governor. But the national conventions were only high points in a series of educational programs on politics from the precinct level.

This Iowa radio station believes it is as important to help people know their government as to defend their right to know. This idea grew into the prize-winning program **Politics Is Your Business**

By **DICK CHEVERTON**

TO talk about politics, the year after the Great Victory or the Great Debacle (depending on your politics) is about like nagging Europe about its war debts. There's some doubt anyone will listen. And that is essentially why we made politics our business at WMT. Most people, we discovered, were for democracy, but agin' politics. Most people were content to leave the precinct meetings, the party conflicts and the conventions to professional politicians.

And important numbers of people were neglecting to vote because of a

lack of personal involvement. WMT is a 5,000-watt station with a regional coverage in a farm state that is traditionally Republican. It is also a conservative state. And, sometimes, conservatism lapses into indifference.

"Politics Is Your Business" this Spring won the national award for distinguished public service in radio journalism granted by Sigma Delta Chi, professional journalistic fraternity.

This was partially true in Iowa. Thus the premise for our program, "Politics Is Your Business," was the fight against indifference.

One reason for indifference was ignorance. We came to the conclusion that the machinery of politics is confusing... that the average voter is unable to unravel the complex machinery of politics... that there was a need for some proof that in the initial stages of the elective process, the individual voice could be heard. We decided the best way to avoid confusion

(Turn to page 18)

When a third of the people can't read and mountain and desert isolate others from current periodicals, radio has a unique opportunity. From 200-odd stations, nearly all privately owned,

Mexican Newscasts Link a Nation In a Peaceful Revolution

By MARVIN ALISKY

REVOLUTION by newscast! That's an important communications story south of the border. But the revolution is not a military struggle; rather, a series of successful social reforms. And the newscast is not the type most United States stations air. A look at Mexico itself will explain why.

Mexico has had several military revolts, 18th and 19th Century skirmishes, spelled with a lower-case "r." The struggle of 1910-1917 that overthrew the Diaz dictatorship is referred to in Mexico as the Revolution, spelled with a capital "R."

This revolution did more than end a dictatorship. It initiated land reform, irrigation projects, and road and school building, from the 1920's to the present time. This social reform movement designed to be a continuing Operation Bootstrap, finds almost all Mexicans giving it public and private support.

During July, August, and September, Mexico's broadcasting industry is celebrating its official birthday. In mid-1923, Mexico's commercial radio stations launched themselves with sports and weather reports, interspersed with music. Thus, the Mexican revolution and one of its important arms both look back on three decades of progress.

Mexico has made great strides during the past thirty years. Yet our southern neighbor still lacks enough newspapers, roads, telephones, and other means of communications to realize full-scale national integration. The one medium that reaches into heretofore isolated population groups is the radio broadcast, including the newscast. To appreciate Mexican newscasts in true perspective, we first must note briefly something of the physical setting of the republic.

Mexico is a nation of rural life. Although industrialization is pushed jointly by the government and by private enterprise, it will be years before a majority of the Mexican people no longer live in tiny villages and earn their living from the land.

Yet this agricultural nation is plagued with adverse terrain.

For one thing, much Mexican land is mountainous, with half the total national area more than 3,200 feet above sea level. Of the land that is not mountainous, much is desert or otherwise not easily irrigated. Rain-fall deluges some tropical regions to the detriment of harvests and road maintenance, yet is absent from other regions to the point of perpetuating desert wastes.

In recent years, governmental irrigation projects have increased the amount of crop land, road building has facilitated more travel, and a growing middle class in the cities is able to buy more newspapers and magazines. But the over-all communications picture is far from ideal.

When we realize that Mexico does not enjoy the physical setting that the United States does, we can under-

stand why Mexico does not enjoy as high a standard of living either.

New rural schools and public reading centers for adults, coordinated into the federal program against illiteracy, have increased readership. But almost one-third of the nation still cannot read, a fact which enhances the social impact of Mexican radio. In addition, many who are classified as literate live in isolated villages which have no regular deliveries of newspapers or magazines. Only the radio wave can skip over the roadless mountains and into such villages with daily news of the outside world.

The argument that the inability of many people to buy a receiver might negate radio's vast influence is counteracted by the common Mexican practice of group listening. In Mexico, neighbors gather to hear the radio in a fashion reminiscent of neighbors in the United States dropping by to televue when video is relatively new in a community. In Mexico City, group televueing in bars, appliance dealer store windows, and lecture halls is common. Away from the metropolis, group radio listening holds sway.



Marvin Alisky is a former Texas radio and TV newsmen who recently joined the Indiana University faculty where he will direct news for WFIU. He has traveled widely in Mexico.

IN 1939, Mexico had one radio for every eleven and one-half homes, but by 1952, the ratio had improved to one for every four homes. In 1953, the ratio went up another percentage point, making the number of homes per radio slightly less than four. Radio is being introduced into some isolated villages every month in Mexico in a manner similar to the way television is being introduced into new towns and cities in the United States.

Take for example, the town of Quiroga, in the state of Michoacan, west of Mexico City. The merchants of Quiroga turn their radios up full volume, as customers and passers-by linger in the doorways and at the counters, especially during periods when popular programs are on. Most the arts and crafts shops of Quiroga keep radios blaring away, just as

QUILL

SIGMA DELTA CHI SECTION

Second Section

September, 1953

Convention Committee Shooting for New Record In Attendance at St. Louis Gathering, Nov. 11-14



WITH LEE HILLS, right, president of Sigma Delta Chi, at the fraternity's 1953 National Awards Banquet, are, left to right, Award Winners Ernest S. Pisko, *Christian Science Monitor*; Cecil Jensen, *Chicago Daily News*; Chalmers N. Roberts, *Washington Post*; Henry Gemmill, *Wall Street Journal*; Virginius Dabney, *Richmond Times-Dispatch*; and Clark R. Mollenhoff, *Des Moines Register and Tribune* and *Minneapolis Star and Tribune*.

14 Awards, 4 Special Citations Presented at Chicago Banquet

Fourteen awards and four special television citations in recognition of outstanding accomplishment in the field of mass communications were presented May 25 at the 1953 Sigma Delta Chi National Awards banquet in the grand ballroom of the Conrad Hilton hotel, Chicago.

Don McNeill, master of ceremonies of the ABC Breakfast Club, served as toastmaster, and Willie Snow Ethridge, wife of Mark Ethridge, publisher of the Louisville (Ky.) *Courier-Journal* and *Times*, was the principal speaker. More than 500 newsmen, public relations representatives and guests attended the banquet.

Lee Hills, national president of Sigma Delta Chi, presided at the awards ceremony with Charles C. Clayton, chairman of the executive council, and Victor E. Bluedorn, national executive director, making the presentations.

Awards went to Chalmers M. Roberts, *Washington (D.C.) Post*, for general reporting; Charles and Eugene Jones, *NBC*, for radio and TV reporting; Bill Davidson, *Collier's*, for magazine writing; Virginius Dabney, *Richmond (Va.) Times-Dispatch*, for editorial writing; Cecil Jensen, *Chicago Daily News*, for

editorial cartooning; Clifton Utley, *WMAQ* and *NBC*, for radio newswriting; Clark R. Mollenhoff, *Des Moines (Ia.) Register and Tribune* and *Minneapolis (Minn.) Star and Tribune*, for Washington correspondence; Robert I. Wendlinger, *New York Mirror* for news picture; Ernest S. Pisko, *Christian Science Monitor*, for foreign correspondence; and Curtis D. MacDougall, *Northwestern University*, for research about Journalism.

Awards for public service in journalism went to the *Wall Street Journal*, represented at the banquet by Bernard Kilgore, Henry Gemmill, and K. Ames Smithers; *Look* magazine, represented by Vern Myers; radio station WMT, Cedar Rapids, Ia., represented by Helen S. Mark and William B. Quarton; and television station WBNS-TV, Columbus, Ohio, represented by Chester S. Long and Richard A. Borel.

Special citations for television reporting went to the American Broadcasting Company, represented by John H. Norton Jr.; Dumont Television Network, represented by Gordon Mills; Columbia Broadcasting System, represented by Kenneth Craig; and National Broadcast-

(Continued on page 3)

Recognizing that it is attention to details that makes a successful Sigma Delta Chi convention and the Convention Committee of the St. Louis Professional Chapter this summer has been concentration on that phase of planning for the November 11-14 national meeting. Among the innovations will be a convention newspaper, to be edited and published by the co-host collegiate chapters at the Universities of Illinois and Missouri.

With St. Louis' central location to support the effort, the host chapter is working to set a new attendance record, and with the 800-room Hotel Jefferson as convention headquarters, ample facilities to house and entertain the delegates and members are assured. Careful plans have been made to make certain that all reservations will be made and confirmed promptly.

New and more legible badges have been designed and approved; ideas for printed programs, including a liberal use of pictures, have been advanced. Souvenirs for the convention banquet are being assembled and elaborate plans are confirmed for unusual historic exhibits which will be on display at the hotel. Special programs for the ladies are in the making. The host chapter is making plans for all of its guests to explore the many attractions of St. Louis.

St. Louis has been called the "city of 1000 sights." Its Missouri Botanical Gardens house the largest collection of plant life in the western world. Its art museum and zoo are internationally famous—as are its breweries. Outstanding historical exhibits are available in the Old Courthouse (where the Dred Scott case was first filed) and in the Missouri Historical Society. The St. Louis symphony orchestra is the second oldest in the nation and one of the best. The river front has many points of interest for the sightseers, including the largest lock in the western hemisphere.

St. Louis is unique in that it is the only major city of the country which does not have a chain newspaper. Both the *Globe-Democrat* and the *Post-Dispatch* are locally owned and both have national reputations.

The *Globe-Democrat* last year celebrated its 100th anniversary and can trace its history back to the *Missouri Gazette*, the first newspaper published west of the Mississippi River. Its publisher, E. Lansing Ray, who is national honorary president of Sigma Delta Chi, celebrated his fiftieth anniversary with the paper in January.

The *Post-Dispatch*, which was founded by the elder Joseph Pulitzer, is recognized as one of the great liberal newspapers of the nation.

Chapter Activities

SAN FRANCISCO—Two \$100 cash awards were presented by Northern California Professional Chapter, Sigma Delta Chi, to junior journalism students of the University of California and Stanford University on May 21 at a joint meeting of the professional and two undergraduate chapters at the Press and Union League Club of San Francisco.

Robert Rezak of Stanford, formerly of San Francisco City College, and Brian Adams of California, formerly of Tamalpais High school and College of Marin, received the awards from Bob Cavagnaro, professional chapter president. They were selected by a committee from a list of three nominees from each university chapter. Runners up, all of whom received certificates, were: Donald Leighton, Modesto, and Sam Matthews, Tracy, for Stanford, and Jim Paul, Oakland, and Don Kechley, Berkeley, for California. (Matthews is a son of Mrs. Laura Matthews, publisher of the weekly Tracy Press, and the late Harvey Matthews. Adams is a son of Leon Adams of the Wine Institute, member of the professional chapter.)

The awards are the first made under an expanded professional chapter program begun under Cavagnaro's administration. The chapter also picked up the chit for the dinners of the 24 undergraduates who attended. Paul Edwards, associate editor of the San Francisco News, reported on "Forty-five Years with Scripps-Howard."

LOUISVILLE—Patience, understanding and humility are qualities Americans would do well to exercise in their relations with the Far East, Barry Bingham told the Louisville professional chapter of Sigma Delta Chi fraternity in his first public talk about his recent world tour with Adlai Stevenson. He emphasized he was speaking his own sentiments and not necessarily those of last year's Democratic presidential nominee.

The Louisville Times and Courier-Journal president described Asia as by far America's greatest challenge in its struggle for world democracy. And, he warned, no swift victory is possible there.

Above all, said Bingham, Orientals are determined to make their own decisions in this crucial period, and are even insisting on "the right to make their own mistakes." He quoted one Indian official as stating, "We want two things foremost . . . self-respect and rice."

MISSOULA—Three Montana newspapermen and four journalism students were initiated into the Montana State University chapter of Sigma Delta Chi May 8. The professional men initiated were left to right, back row, Louis F. Grill, editor, Miles City Daily Star (Died Aug. 6); J. Russell Larcombe, publisher, Havre Daily News and the Phillips County News; and Herbert Watts, editor, Havre Daily News.

Undergraduate journalism students initiated were, center row, from left, Robert A. Newlin, Lewistown, Mont.; Jack Seigle, Detroit, Mich.; Raymond Moholt, Glendive, Mont.; and Peyton Moncure, Missoula, Mont.

Grill spoke on the historical aspects of early Montana journalism, and David Pugh, Chicago, former president of Sigma Delta Chi, swore the new officers into office. New officers are James Larcombe Jr., Malta, president; Robert Chesnover, Missoula, vice-president; Robert Webb, Billings, secretary; and William Jones, Miles City, treasurer.



KENT—Awards won by three members of Sigma Delta Chi at the annual Kent State University Publications banquet received a careful inspection from Pulitzer Prize Winner Edward Kuekes, left. Ernest Mazza next to Kuekes, received the Sigma Delta Chi scholastic achievement award, and James C. Butler and Edward Cliney, right, received the journalism fraternity's citation for achievement as outstanding male journalism graduates.

TOLEDO—Two additional affiliates, K. L. Heminger and John R. Schuch, both of Findlay, Ohio, have boosted the membership total of the Northwestern Ohio Professional Chapter to 36. Charles Huston, Orrin Taylor, and Irv Edelstein discussed weekly newspaper problems with Ed Fallon as moderator at the June meeting.

AUSTIN—Jack Butler, seated at right, of Fort Worth, Tex., in May was named first president of a new Texas state Sigma Delta Chi organization. Darby Hammond, front row, left, of Austin, was elected vice president for professional chapter activities, and Allen Duckworth, front row, center, vice president for expansion. Left to right, standing, are Mac Roy Razor, of Austin, parliamentarian; Pat Daniels, of Houston, secretary; and Donald Burchard, of College Station, vice president for collegiate chapters.

Named to the executive council were Raymond Brooks, Austin; James Byron, Fort Worth; Winn Fournier, Dallas; and Brian Spinks, Houston. Delbert Willis, Fort Worth, is chairman of the freedom of information committee, and Walter Humphrey, Fort Worth, heads the historic sites in journalism committee. Selected for an honor awards committee were Ken Harper, Houston, chairman; Ted Barrett, Dallas; Irvin Farman, Fort Worth; S. P. Engelking, Austin; and George Christian, Austin. Other committee chairmen include Weldon Hart, Austin, professional chapter programs; Delbert McBrayer, Fort Worth, membership; Sam Kinch, Austin, resolutions; and Duckworth, constitution and by-laws. Thirty candidates for membership were initiated at the state gathering.

Kenneth Dixon, editor of the Lake Charles, La., American-Press, told the Texans about his battle against organized crime in Lake Charles and urged newsmen to demonstrate the courage required to prevent similar situations from arising in their own communities.



Resignations

Revision of the Sigma Delta Chi Constitution and By-laws to provide a method of resignation from the fraternity was approved at the national convention in Denver, Colo., last November. Prior to that time no such procedure existed, and members continued on the roster regardless of their inactivity or changes in professional status.

As revised, Article Four, Section Seven of the Constitution now reads: "Membership is a continuing function, which may be severed creditably by a member only by his written resignation and payment of dues to date."

The following resignations have been accepted by the Executive Council:

Christian A. Sorensen, 678 (Neb.'15), Lincoln, Nebr.

John F. Lubben Jr., M.D., 1208 (TxU.'19), McAllen, Tex.

Eugene K. Jordan, 16438 (Min.'49), St. Paul, Minn.

Leonard Gross, 2969 (Grn.'21), Lenox, Mass.

Richard J. Fraser, 12951 (Pur.'48), Chicago, Ill.

Robert W. Crampton, 14854 (N.U.'48), Chicago, Ill.

James E. Callaway, 13430 (N.U.'47), Brown Radio Products, St. Louis 5, Missouri.

Willard Johnson, 21288 (IV-Pr-52), The Peoria Star, Peoria, Ill.

Robert B. Buford, Jr. (Mo. '39), Eu-
faula, Okla.

C. E. Snyder Becomes Editor Emeritus

Charles E. Snyder (IaS-Pr'26), national president of Sigma Delta Chi from 1931 through 1933 and editor of the Chicago Daily Drivers Journal for a third of a century has been named editor emeritus of that publication. His successor is Allan W. McGhee (KaS'37), editor of the Kansas City Daily Drivers Telegram since 1950. In addition to serving as editor of the Drivers Journal, McGhee also is taking over Mr. Snyder's work as editorial director of the Corn Belt Farm Dailies.



SNYDER

Hutchins, One of SDX Founders, Retires

L. Aldis Hutchins (DeP'09), one of the founders of Sigma Delta Chi and head of the English department of New Trier High school, Winnetka, Ill., from 1919 to 1951, retired this summer. Before joining the New Trier faculty he was an instructor in English at DePauw, and at a high school in Colorado.

14 Awards

(Continued from page 1)

ing Company, represented by Jules Herbeveau.

In her address, Mrs. Ethridge, good-naturedly deflated newspapermen by relating incidents from her life as the wife of a publisher.

"Newspapermen," she observed, "know everything, and they are the first to admit it."

"Mark may never talk to me," she concluded, "but he does make good coffee and after all, a girl can't have everything."

Ralph Jones, Chicago news editor, Fairchild Publications, and first vice president of the Chicago Professional Chapter, served as chairman of the banquet committee.

Chapter Activities

ALBUQUERQUE—Carroll L. Tyler, manager of the Santa Fe Operations Office for the Atomic Energy Commission, who was referred to as "Mr. A-Bomb" in a July issue of *Collier's* magazine, discussed press coverage of the atomic weapons program at the July meeting of the New Mexico Professional chapter of Sigma Delta Chi. Tyler manages nuclear tests at the Nevada Proving Grounds.

New Mexico news media, he said, have as a whole "... done a good job of interpreting and reporting this new, sometimes complex, activity." At the same time Tyler said he failed to understand how some editorial writers could one day scoff at the AEC for its security rules and the next day lambast the lack of security.

"We are operating under the rules set up by the Atomic Energy Act which was passed by your representatives in Congress," he told Albuquerque and Santa Fe newsmen. "If you want them changed, you'll have to go to Congress, not to us."

MILWAUKEE—In line with a suggestion by Austin Wehrwein, of the *Milwaukee Journal*, who won the 1953 Pulitzer prize for international reporting with a series of articles on Canada, directors of the Milwaukee professional chapter Sigma Delta Chi will take under consideration a proposal to institute an exchange program between American and Canadian newspapermen.

Wehrwein made the suggestion at the May meeting of the chapter at the Milwaukee Press Club. He and Prof. Curtis D. MacDougall of the Medill School of Journalism, Northwestern University, winner of the Sigma Delta Chi national award for research in journalism, spoke at Milwaukee the night after the national Sigma Delta Chi awards dinner in Chicago.

"Our State Department now has an exchange program," said Wehrwein, "but it is largely aimed at achieving the maximum effect, by drawing into this country journalists from countries with anti-American movements. The hope is that the returning journalists will act as an antidote to such anti-American poison."

"But the problem with Canada is different. We need Americans with an appreciation of Canada more than they need Canadians who know us..."

Professor MacDougall urged reporters to dig out the significance as well as the facts of the stories they cover. He pooh-poohed public opinion polls. More important than who is going to be elected are the reasons back of the vote, he said.

WASHINGTON—Attorney General Herbert Brownell (Nebraska '24) was the scheduled speaker at the annual initiation dinner of the Washington Professional Chapter in June. Slated for initiation were Steffan Andrews, *North American Newspaper Alliance*; Arthur Barriault, director of NBC radio and TV news; George B. Bryant, *McGraw-Hill Publications*; William J. Dorvillier, *El Mundo* (San Juan, Puerto Rico); William K. Hutchinson, bureau chief, and George E. Durno, both of *International News Service*; Edwin B. Haakinson, *The Associated Press*; John V. Horner, Washington (D.C.) *Evening Star*; Ferdinand Kuhn, Washington (D.C.) *Post*; Fred W. Perkins, *Scripps-Howard Newspaper Alliance*; and Willard F. Shadel, CBS news commentator. In behalf of the St. Louis professional chapter, George E. Hall, St. Louis (Mo.) *Post-Dispatch*, was to be initiated by the Washington group.

BOULDER—Sheldon W. Peterson (Minnesota '34), news director for Radio Station KLZ, Denver, was presented with the Big Hat award, emblematic of excellence in news reporting, at ceremonies held at the University of Colorado on May 16. It was the third annual Big Hat award given by the University's student chapter of Sigma Delta Chi in recognition of what it considers the best job of reporting in Colorado during the past year.

The citation read in part: "... this year's Big Hat goes for the first time to a radio newsmen in token of the award winner's continuing excellence and versatility in the presentation of local and state radio news. This award in particular cites the excellence in interpretative news programming inaugurated by Peterson. Two such KLZ programs are the weekly editorial digest from the state press, 'Colorado Speaks,' and the round-table discussion program, 'The Sounding Board.'"

SPOKANE—John VanDewerker, *Spokane Daily Chronicle* Staffer, was elected president of the Spokane professionals at a meeting at the Spokane Press Club May 12. Harold R. Boyd, *Spokesman-Review* librarian, was named vice president, and John R. Ulrich, *Chronicle*, was named secretary-treasurer. Named to the board of directors were Frank C. Ferguson, retiring president and *Spokesman-Review* editorial writer; W. Newland Reilly and Paul E. Jones, both *Chronicle* staff members. Holdover board members are E. Glenn Harmon, *Chronicle*; Talbott M. Tripp, KHQ news editor, and Fred Wolf, Newport, Wash., retired publisher.

The chapter also discussed plans for cooperating with Washington State College's Spokane center in offering a program of journalism courses to be taught by chapter members. The chapter has previously taught a course at the college center in 1951 and 1952 but plans a broader program of course offerings in the future.

SDX Personals

OBSSIAN R. MACKENZIE, formerly assistant dean of the Graduate School of Business and assistant to the executive director of the American Assembly at Columbia University, has been named dean of the new School of Business at Pennsylvania State College.

CARLYLE REED, editor and publisher of the El Cajon Valley (Calif.) *News*, was named "Mr. El Cajon" in honor of his 15 years of community service at a surprise testimonial dinner staged by civic and business leaders of San Diego county.

JAMES A. STUART, editor of the Indianapolis *Star*, began his duties as president of the Indiana University Alumni Association on July 1.

PHILIP E. BERK, a graduate student at the University of Iowa, will continue his studies at the University of Missouri where he has been appointed assistant professor of journalism and news director of Station KOMU-TV.

WALTER WALDHAUSER is now sales representative for the Baker Colorplate Co., Houston, Tex., photoengraving and lithoplate firm. He formerly edited the Tennessee Gas Transmission Co. publication, *The Line*.

DEANE DICKASON is producing two new film-lectures in the Orient—"Hong Kong: Peephole in the Bamboo Curtain" and "Japan's Rising Sun."

IRVING FARMAN and FRANK BURKETT have joined the staff of Witherspoon & Ridings, public relations firm with offices in Dallas and Fort Worth, Tex.

RICHARD H. SYRING has been named assistant secretary of the Pacific Power & Light Co., Portland, Ore.

DR. VERNON FRYBURGER, DR. ARTHUR GOULD, ROBERT CRANFORD, and JACK Z. SISSORS are new members of the faculty of Northwestern University's Medill School of Journalism.

PAUL W. JONES, publicity director of Bowling Green State University for the last 12 years, has been named editor of the Bowling Green (Ohio) *Daily Sentinel-Tribune*.

ORRIN R. TAYLOR, publisher of the Archbold (Ohio) *Buckeye*, is now president of the Ohio Newspaper Association.

CHARLES SANDLER is covering news of the liquor industry in Milwaukee and Chicago as news editor of the *Beverage Dealer News*.

JOHN H. BOYD JR. has been named state editor of the Pensacola (Fla.) *News and Journal*.

GEORGE BECHTEL and BYRON RICE have joined the public relations department of the Standard Oil Co. (Indiana). Bechtel formerly edited *Publishers' Auxiliary*, and Rice was editor of the oil page for the *Wall Street Journal's* midwest edition.

ROBERT G. ROBINSON is publicity director for the Omaha Chamber of Commerce.

Member Leads G.O.P.

Senator William R. Knowland (Sfd-Pr'36), assistant publisher of the Oakland (Cal.) *Tribune* and United States Senator from California, has been named majority leader of the Senate to succeed the late Senator Robert A. Taft.

Third President of SDX Dies in Washington

Sol Harris Lewis (UWn'13), who in 1913-14 was the third national president of Sigma Delta Chi, died following a heart attack in Lynden, Wash. He had been publisher of the *Lynden Tribune* for nearly 40 years and was known as "Parsnip Corners" as a result of philosophy dispensed in his own newspaper, a weekly column for the Seattle (Wash.) *Times*, and a weekly radio news commentary.

Dr. Freeman, Honorary President in '48, Dies

Dr. Douglas Southall Freeman, 67, national honorary president of Sigma Delta Chi in 1948-49, died June 13 at his home in Richmond, Va. Dr. Freeman was editor of the *Richmond News Leader* for 34 years and in 1934 his definitive biography of Robert E. Lee won him a Pulitzer prize.

Obituaries

CAPT. RALPH L. WALZ (SDS'44), Revilo, S. D., was killed in action in Korea on March 29.

FRANK H. JUST (NU-Pr'40), 81, editor and publisher of the Waukegan (Ill.) *News-Sun* and owner of radio station WKRS, died in Lake Forest hospital May 10.

R. KENNETH KERR (OhS-Pr'49), 54, publisher of the Lancaster (Ohio) *Eagle-Gazette* and three times president of the Ohio Newspaper Association, died May 10.

ALBERT S. HARDY (Ga-Pr'39), 80, publisher of the Gainesville (Ga.) *News* since 1897 and former president of the National Editorial Association, died May 12.

JOHN PASCHALL (Ga-Pr'43), 73, editor emeritus of the Atlanta (Ga.) *Journal*, died May 8 of coronary thrombosis.

HOWARD THORNTON BOULTER (SoCf-Pr'52), 45, editor of the San Diego (Calif.) *Evening Tribune*, died April 24 of Hodgkin's disease.

SIDNEY CECIL CARNES (OhS'33), 43, was killed in an auto collision while en route to Washington, D. C., to take a position with the State Department.

ROBERT C. GOSHORN (Mo-Pr'48), 62, owner and publisher of the Jefferson City (Mo.) *Capital News and Tribune*, died April 14.

KIRK M. BATES (Wis'30), 51, travel editor and editorial page feature writer for the Milwaukee (Wis.) *Journal*, died March 25.

JOHN JENKINS (Vir'14), 62, former automobile editor of the Chicago (Ill.) *Tribune* and Chicago *Daily News* and former advertising agency publicity man, died Feb. 23.

CAL JOHNSON (NU-Pr'33), former outdoor editor of the Minneapolis (Minn.) *Tribune* and the Chicago *Daily News*, died Feb. 2.

IVID BELL (Mo-Pr'49), president of The Ovid Bell Press, Inc., Fulton, Mo., printers of THE QUILL, died in April.

TOM WILLIAMS (ChiPr'49), 43, Associated Press staff writer, died March 11 at his office in New York.

SAMUEL J. SUTHERLAND (Min'22), died Jan. 25.

MARCUS M. WILKERSON (LSU'24), 57,

Serving Uncle Sam



BACK in the lab, although in uniform are, left to right, Philip F. Workman, Ohio State University; Andre B. Carney, University of Oklahoma; and Louis J. Fontaine, Depauw, shown at the Armed Forces Information School, Fort Slocum, N. Y.

JACK E. BROWN, University of North Dakota; CHARLES G. LUELLMAN, University of Nebraska; WAYNE P. DAVIS, University of Missouri; and JOHN G. EHRLICH, Syracuse University, are students at the Armed Forces Information School, Fort Slocum, N. Y.

LT. JAMES R. MAY, Norwood, Ohio, has become a charter member of the 1st Cavalry Division's "Buckeye Club" in Japan.

professor of journalism at Louisiana State University, author, and associate editor of the *Journalism Quarterly*, died in Baton Rouge, La., March 14.

WILLIAM W. DAVIES (Mo-Pr'29), Jamaica, L. I., N. Y., died Feb. 23.

THOMAS M. KLECKNER (StU'19), Fort Bragg, Calif., died Nov. 22, 1952.

VAN STEWART (SMU-Pr'49), 61, publisher of the Perryton (Tex.) *Ochiltree County Herald*.

DUDLEY T. FISHER JR. (OhS'12), Columbus, Ohio.

FRED H. SHEILS (Ky'33), Richmond, Va.

WILLIAM G. OVES (WnS-Pr'34), Spokane, Wash., died Dec. 28, 1952.

WALTER H. KELLY (Vir.), Pittsburgh, Pa.

THEODORE W. MORSE (KnS), Mound City, Kan.

RICHARD COWELL (Col'32), Washington, D. C.

J. TURNER GARNER (TxU'20), Brownwood, Tex.

ELSON L. JONES (UCf'30), El Cerrito, Calif.

JOHN A. INGWERSEN (Ill'20), Middletown, Ohio.

DICK W. McLAUGHLIN (NU'48), Chicago, Ill.

GRANT C. ANGLE (UWn-Pr'20), 82, of the *Journal*, Shelton, Wash.

IRVING H. GROSSMAN (Dra'29), Des Moines, Ia.

RICHARD D. HAMILTON (W&L'30), Portsmouth, Va.

JOHN L. CLARK (Wis'17), New York, N. Y.

ROBERT D. SAGE (UMc'21), Detroit, Mich.

EDGAR D. MEACHAM (Ok'14), University of Oklahoma, Norman, Okla.

Sigma Delta Chi Calendar

Nov. 11-14—Sigma Delta Chi, Professional Journalistic Fraternity Convention, St. Louis, Mo., Hotel Jefferson.



In its encouragement of broadcasting, the government allowed XHTV, Mexico's first television station, quarters in the National Lottery Building.



When the president of Mexico gives his "state of the union" address, appliance dealers put television sets in their windows and doorways so that Mexican Cityans may see and hear the annual September report. Away from the capital, provincial and rural Mexicans get such news by group radio listening.

some United States factories employ wired music to step up production.

But what of the newscasts themselves? In Mexico City, the republic's most popular radio station, XEW, maintains a United States-style newsroom. Newscasts are rewritten from *Associated Press* trunk wires, local staff copy, news releases, stringers' reports, and reference files.

XEB, Mexico's oldest station and the second outlet to begin commercial operations in 1923, has newscasts compiled from the *United Press* wires and from local coverage. XEQ, another leading capital station, relies on a working agreement with a large daily newspaper for its newscasts.

Away from Mexico City, the typical newscast is obtained either from an affiliated newspaper, or else is taken literally from the papers after they are sold on the streets.

Take industrial Monterrey, Mexico's third largest city. In any of the eight Monterrey stations, a very important bulletin is not rushed from a teletype machine in the studio to a nearby microphone, as it is in many United States stations. Monterrey broadcasters simply do not have any news machines of their own. But the city's newscasts are never more than a few hours behind the news tickers of the local newspapers, more con-

sistently so than in other provincial centers. It is in the villages within range of these Monterrey stations that even slightly stale newscasts render a real public service.

One morning in August, 1951, the author stopped at a home in Cadereyta, a city of 15,000 population about twenty-five miles east of Monterrey. Cadereyta has the Monterrey daily newspapers for sale at the Tamez and Paris hotels. But in the little hut a few blocks from the town's plaza, where I stopped to ask directions, there was not any paper or periodical. Yet the lady of the house knew about a big flood in southern Mexico.

SHE reported that she had heard about the flood on the morning newscast, and further volunteered the information that her family got the news every day at 7:45 a.m. As if to verify her statement, she proudly pointed to a radio resting on a chair in the center of the living room-bedroom. The receiver was on almost full volume, blaring forth a musical program from Monterrey's XEFB.

Millions of such homes in Mexico make even delayed radio news an important contribution to Mexican national life on the part of broadcasters. In the United States, where available oral and printed reports are

abundant, it is difficult for us to realize the true significance of such Mexican radio news, unless we look at the larger physical and social picture of which broadcasting is a part.

The Mexican federal government, realizing that radio is the only medium with which it can reach many groups of its citizenry, produces "The National Hour" every Sunday from 10 to 11 p.m. Every station in Mexico is hooked up in the special network for this series. Aside from this weekly hour program, the national university's station, and the outlet of one state government, the 212 other radio stations on the standard frequency band in Mexico are privately owned and operated.

The federal ministry of education formerly operated its own station, and plans to return to the air with it in 1954. Since the late 1920's, the education ministry has sent out traveling cultural missions, which disseminate adult education, the subject matter ranging from agriculture to home-making.

Included on the staff of each mission is a technician who operates a movie projector and a radio. This technician often is the first person to demonstrate radio listening to isolated rural dwellers. After one such mission got farmers in the state of Nayarit,

on the Pacific coast, to listen to newscasts regularly, a survey showed that their first concepts about foreign governments and the United Nations came from such newscasts.

Away from Mexico City, as previously mentioned, provincial newscasts are usually rewritten from newspaper stories. But even delayed news becomes significant in the lives of *peones* when it is their only daily link with the world over the horizon. Rather, the provincial newscast is one of the four links they have with the outside world.

The other three are the three big powerful voices from Mexico City: XEW, XEX, and XEQ. Recently, XEX and XEQ were merged, but though they carry the same programs simultaneously, they remain at two separate frequencies, two separate spots on the dial. XEX operates with a power of 250,000 watts, XEW with 170,000 watts, and XEQ with 50,000 watts. (In the United States, no station can be stronger than a 50,000-watt radio outlet.

In addition, XEQ is the key station for the Blue Network, an affiliation of twenty provincial stations, and Mexico's only telephone-line network, aside from the weekly "National Hour." Mexico's other two networks relay programs from XEW and XEX via tape recordings and discs, flown daily to affiliates.

Through the three networks, provincial stations rebroadcast many information-type programs, including newscasts. But with the powerful wattage of Mexican radio's "Big Three," tens of thousands of Mexicans away from the federal district pick up this trio directly, according to surveys made by Joe Belden and Associates, a company that has given Mexico its first accurate and extensive Hooper-Nielsen-type of audience rating on a nation-wide basis.

In 1944, a geographer-journalist named John W. Webber ventured down the Balsas river, in southwestern Mexico. He came to the villages at bends and coves of the river. The farther to the south, the more isolated the village would be. Webber didn't have to travel far to find a village that had not heard about World War II, raging at that time with Mexico a participant. By contrast, in 1951, a sociologist named Guerra traveled down the Balsas, and found peasants aware of the Korean conflict, thanks to radios that had not been in these villages in 1944.

Rural Mexicans often first learn about new governmental regulations and laws enacted in Mexico City through radio newscasts. True, the

A Growing Threat to Democracy: Secrecy in Government!

(Continued from page 7)

tion of government records, and revealed that in twenty-nine states, the people do not have the legal right to inspect the records of their business. We have asked editors and Sigma Delta Chi chapters in these states to sponsor laws guaranteeing the right of public inspection in the next sessions of their legislatures, and such campaigns are being launched in Maine, Rhode Island, Connecticut, New York, Virginia, West Virginia, Georgia, Tennessee, Texas, Missouri, and Iowa.

I have noted this year that all the major journalistic organizations rose up in arms over the action of the North Carolina legislature in repealing its law for open legislative committee meetings; that the editors of Iowa adopted a formal resolution calling on the Iowa legislature to hold open committee meetings; that editors protested the secret committee meetings of the West Virginia legislature; and that the Alabama editors have launched a drive for the enforcement of an Alabama law which provides for open legislative committee meetings.

YET only the voice of Sigma Delta Chi has been raised against an even greater evil—the public evil of secret committee meetings in our federal Congress. In April the *Congressional Quarterly* reported that of more

than 800 Congressional committee meetings during the first three months of this year, more than 400 were held secretly behind locked doors. Of these more than 400 secret meetings, only forty-three dealt with defense secrets and more than 200 were meetings of the House appropriations subcommittees.

On July 6, *Newsweek* reported: "Congress is now passing complicated appropriations bills in hours instead of days."

On July 1, the *Associated Press* reported a Treasury announcement that "the government spent \$9,389,000,000 more than its income in the fiscal year which ended yesterday, although it collected more taxes than ever before in the nation's history."

If Congress is rushing through complicated appropriations bills in hours, instead of days, and if the House appropriations subcommittees insist on holding their deliberations over the same complicated appropriations bills in deep secrecy, how in the world can we ever wind up with a balanced budget?

How in the world, also, can public opinion ever be brought to bear on both the appropriations and the matter of a balanced budget?

When will our Congressmen realize that it is the people's money, and not their private funds, which they are appropriating behind those locked doors.

When are we going to return the federal government to the people by giving them at the time and not after the fact all the information of their government?

On June 28, in a radio-television debate with Senator Maybank, Representative Taber strongly defended the cuts his House appropriations committee made in Air Force funds and suggested to the public that the Air Force needs civilian pressure "to put it on its feet."

I wrote to Representative Taber and asked him these questions:

1. How can civilian pressure of public opinion be brought to bear on important questions if our Congressmen persist in conducting the major business of the people behind locked doors of committee meetings?

2. How can public opinion be properly put "on its feet" unless all the facts, all of the discussion, all

news may be delayed a half-day, and thus the roundup is stale by United States standards. But when that newscast becomes the one means for Juan Q. Publico to learn what his government is doing, and what is happening in the world, that newscast is waging a revolution in concepts.

In Mexico, the national revolution is carrying out social reforms in land development, rural living modes, and distribution of the national income. Radio is proving to be a vital means of informing the citizenry, especially in the remote districts, about what is happening throughout Mexico and the world.

A national public opinion is crystalizing, and radio newscasts, along with new rural schools and adult literacy centers, are the catalytic agents in that crystalizing process. In Mexico's hinterlands, there is a broadening of concepts through radio listening, a "Revolution by Newscast!"

of the voting, all of the motives, including political privilege, and all of the documented analysis which your committee made behind closed doors, are laid before the people at the time and not after the fact, when sometimes it is too late?

3. How can public opinion properly function when our Congressmen often vote one way behind the locked doors of committee meetings, and then vote another way on the floor of Congress, where the restraint of the people is brought to bear, sometimes too late?

4. How can public opinion accurately gauge the situation when often the only public information of these secret meetings of Congressional committees consists of confusing outpouring of the columnists' pens, whose writings sometimes are slanted by their own political leanings and sometimes by the practice of scratching the backs of Congressmen who "leak" the secret proceedings to them?

5. How long can the American way of free government exist in the face of this ever-expanding system of secret government in Congress?

Representative Taber did not reply, which was not altogether unexpected, since I have found our Congressional leaders loathe to discuss their secret government. After considerable study, I took up the question formally, early in June, with the late Senator Taft and Senator Johnson, then the Republican and Democratic leaders of the Senate, and with Representative Martin and Representative Rayburn, the party leaders in the House.

Senator Taft replied that he was willing for any action of his to be taken in the public, but he upheld the right of Congressional committees to their secret meetings. Senator Johnson gave me the brush-off by referring me to the Congressional rule permitting secret executive meetings, which, after all is said and done, was adopted by our politicians and not specifically approved by the people. Representative Martin wrote that he would look into the matter, but I haven't heard from him since. Representative Rayburn did not reply.

In his reply to me, Senator Taft wrote:

"I think in many cases the only way for a committee to really sit down and discuss a question is in executive session."

Senator Taft was right 100 per cent. On July 5, Drew Pearson, the syndicated columnist, wrote of a secret meeting of the Senate committee, which was considering President

Eisenhower's immigration bill, as follows:

"Shocking outbursts of temper and racial bias threw the Senate immigration hearing into an uproar."

Then Pearson gave the details, including the profanity used by our Senators. Later Pearson reported on a second secret meeting of this same committee as follows:

"McCarran's staff representative, Dick Arens, promptly sent out notices for a closed meeting. This ruffled Chairman Arthur Watkins, of Utah, who had specified that the hearings should be open to the public. So Arens dourly sent out new notices announcing that the public would be admitted. After all, human life, not military secrets, was involved, Watkins reasoned."

"The only Senators who showed up, however, were Watkins, Welker, and



V. M. (Red) Newton is managing editor of the Tampa Tribune. The Florida newspaperman here speaks as chairman of Sigma Delta Chi's national committee on freedom of information.

McCarran. The latter two immediately voted that the public should be kicked out."

Then Pearson gave details of this new Senatorial brawl behind locked doors, including such name-calling as "pipsqueak."

After citing this case, I asked the party leaders one question:

Don't you think the time has come in the American government to open those locked Congressional doors and permit the restraint of public opinion to curb Congressional tempers and language?

In answer to my original letter to him, Representative Martin wrote:

"I cannot conceive of anything being done that would not be more or less public anyway. When you have a committee of twenty-five members, at least eleven of whom are of the opposition party, there could not be any real secrecy."

Representative Martin is absolutely correct. It has been my experience as a newspaperman that whenever three or more people attend a secret meeting, at least one of them always will talk. But the big question is, what sort of talk is it?

ON July 6, Pearson wrote about what he called a "super-secret session" of the House public works committee, and reported:

"Chairman Dondero, of Michigan, quietly put a bill through the committee last week giving five private power companies exclusive rights to build and operate hydro-electric plants at Niagara, the nation's mightiest waterfall."

Pearson called this a "giveaway" and revealed that (1) the bill was not read in the committee, (2) debate on it was not permitted, and (3) it was adopted by the committee on a show of hands and with no recorded vote.

Again I cited this case to the party leaders in Congress and asked them the following questions:

Was it a "giveaway" or did Mr. Pearson render a slanted version?

Why are our Congressmen afraid of a record vote?

When are the American people going to be restored the right of being informed about their business so that they may retain control over the instruments they have created?

Need I remind that the fullest disclosure of all public transactions is the very foundation of our freedom and the surest safeguard against corruption and malfeasance, tyranny and oppression?

I have kept a close check on the secret government at Washington since I wrote Representative Martin. Here are summaries of some of the many cases and the questions which I posed for our Congressional leaders—which they have greeted with deep silence.

ON July 7, the *Associated Press* reported that Senator McCarthy, acting behind the locked doors of a secret meeting of his Senate investigations subcommittee, defied a majority of the committee members and blocked a move to oust J. B. Matthews as executive director of the committee.

On July 9, President Eisenhower accused Matthews of violating "prin-

ciples of freedom and decency," and a few hours later Senator McCarthy announced that he had accepted Matthews' resignation.

Isn't it a pity that President Eisenhower, elected by all the people and answerable to all the people, had to interrupt his work on major problems to put an end to this finagling that went on behind those locked Congressional doors?

Wouldn't it be far better and far more American if these locked Congressional doors could be thrown open all the time, thus permitting the restraint of the public opinion of a free people to be exerted constantly on public servants?

On June 24, the House banking committee, meeting behind closed doors, voted to repeal a Veterans Administration order banning discounts on GI home loan mortgages. In reporting this, the *Associated Press* said the committee's action, was "in response to complaints from builders."

Don't you think it's about time for the people to have their pipeline into these secret Congressional committee meetings?

THE House appropriations committee, meeting early in June behind closed doors, debated the reclamation law. The June 9 column of Drew Pearson said:

"Not only did the House appropriations committee knock out the 1906 reclamation law provision, inserted under Teddy Roosevelt, whereby cities, cooperatives and public organizations have first call on federal power, but they chopped \$119,000,000 out of the Interior budget for building dams and power lines."

On the same day, June 9, Secretary of Interior Douglas McKay said in a public letter to Pearson:

"The House appropriations committee did not change the reclamation law one iota whereby cities, cooperatives and public organizations have first call on federal power. On the contrary, the record shows that the committee took particular care to assure that these customers would continue to receive preferential treatment."

On June 16, Pearson wrote about McKay's letter:

"Technically he is right and I am wrong. The committee didn't 'knock out' the law. It just nullified it. It adopted the simple expedient of voting no money to transmit power to cities, cooperatives, etc., which certainly 'knocks out' the effect of the law. . . ."

Isn't this another disgraceful spec-

tacle in government—a government executive and a newspaper columnist wrangling over what took place behind the locked doors of a secret Congressional meeting?

Where do the people, who pay for this power, fit in the picture? And, by the way, what did happen behind those locked doors?

On June 16, the *Associated Press* reported that the House veterans committee, meeting behind locked doors, had decided to fight against the House appropriations committee's move to impose certain spending restrictions on the Veterans Administration.

Now isn't that a disgraceful spectacle in our government—Congressional committees plotting behind closed doors to fight each other? Don't you think the restraint of public opinion is badly needed back of those locked doors? Furthermore, do those four billion bucks, at stake in the bill, belong to our fighting Congressmen—or to the people?

ON July 7, The *Associated Press* reported on the secret meeting of a House armed services subcommittee, which is investigating the inspection of material being sold to the armed forces by private firms and said: "Representative Hess foresaw the hearings might lead to 'pretty strong recommendations to Congress.'" The *Associated Press* said further that Representative Hess issued a statement that the hearings were held in private "because we want nothing sensational about this inquiry." Then the AP quoted Representative Hess as follows:

"We want to assure each witness that he is free to speak the truth, free of tension and without fear of reprisal."

Didn't Representative Hess, elected by the people and paid by the people, take upon himself the right to decide what is good for the people to know and what is not good for them to know? Was it the people's funds or private Congressional funds involved? Didn't Representative Hess neglect to tell the people that this committee was depriving witnesses of their Constitutional right and protection of the restraint of public opinion?

On June 17, Pearson, reporting on Postmaster General Summerfield's plan to raise postal rates, said:

"Revealing his plan behind closed doors of the House postoffice committee, Summerfield pleaded that the increase was necessary to help make up the postoffice's annual deficit."

A few days after this closed meeting, the *Associated Press* carried an account of a news handout from Postmaster General Summerfield on his plan, which he said he gave to a meeting of the cabinet and which obviously was propaganda designed to sell the people on the necessity of raising postal rates.

Now wasn't this conniving on the part of the executive and legislative branches of our government to extract more funds from the people?

Nowhere in Postmaster General Summerfield's news handout was any word of the other side of the question, yet Pearson, in his June 17 column, wrote:

"After the meeting, one Republican grumbled: 'Summerfield doesn't have to get re-elected. We do, and his "little increase" will take \$250,000,000 out of the pockets of the voters. Every voter in the country will feel it and resent it.'"

Why did Postmaster General Summerfield have to reveal his plan first to a House committee behind locked doors? Isn't this public business? I repeat, why the locked doors?

On June 27, Marquis Childs wrote of the secret meeting of the Senate judiciary subcommittee considering the Eisenhower proposal to admit 240,000 immigrants beyond the regular quotas. According to Childs, a Californian at the behest of someone inside the Senate committee, was sponsoring a mail campaign to defeat the bill. Then Childs went on to relate the argument behind the locked doors and he told how each Senator voted.

Is Childs' column a true account, or is it a slanted version in behalf of his own political leanings? Or is Childs scratching the back of the Senator who furnished him this feed-box information?

Wouldn't it be better for the country if all the facts, all the arguments and all of the voting of this Senate committee were laid before the people?

ON June 23, the House judiciary committee, meeting behind closed doors, rejected a request by Representative Keating that Supreme Court Justice Tom C. Clark be forced to testify before an investigating subcommittee. In reporting this, the *United Press* said:

"Chairman Reed declined to reveal the vote."

On June 24, the Senate finance committee, meeting behind closed doors, approved a bill for a bi-partisan tariff

commission. The *Associated Press* reported:

"Chairman Milliken declined to announce the vote but said the margin was heavy."

ON June 25, the House rules committee debated the administration's request for a six-months extension of the excess profits tax, and the *United Press* reported:

"The committee retired behind closed doors and by a voice vote upheld Eisenhower and his Congressional leaders."

When are our Congressmen going to come clean with the people and make public all their official actions, including their voting, for the general benefit of the taxpayers who sent them to Congress and who are paying their salaries?

I could go on and on citing scores and scores of such incidents of our secret government in Washington. Not a working day goes by but one or more of our Congressional committees meet behind locked doors and do the people's business in secrecy, where the restraint of public opinion is missing and political privilege rules supreme. I can only echo a paragraph from a resolution adopted by the Texas legislature in March which urged that "citizens everywhere be alerted to the danger that free government may be subverted by secret proceedings that throughout the history of the world have been the refuge of corrupt, wicked and reactionary governments."

PERHAPS two recent quotations are apropos. Early in March of this year, Bernard Baruch sent the following telegram to Senator Capehart's Senate banking and finance committee, which was considering price-wage controls:

"How can the people who fight and die, suffer and pay, pass judgment if they are left unaware of what and why legislation is passed?"

Senator Capehart and his committee held their next meeting so secretly that no minutes were taken and even the committee staff was barred.

My second quotation comes from Dr. J. Robert Oppenheimer, the atom bomb scientist. Writing in the current issue of *Foreign Affairs*, Dr. Oppenheimer declared that the very workings of our free society depend upon the free interplay and the conflict of opinion and debate.

"I do not think," said Dr. Oppenheimer, "that a country like ours can in any real sense survive if we are afraid of our people."

THE QUILL for September, 1953



From where I sit by Joe Marsh

PTA Gets Stung by a "Bee"

The local PTA is feeling sheepish today. Seems they complained the youngsters weren't learning enough. Said they couldn't even spell. So the kids challenged them to a spelling bee.

"I was captain of the PTA'ers," "Doc" Brown told me. "Both teams made the first round just fine. But on the second round Speedy Taylor went down on 'efficiency.' Then his boy Chip, who happened to be next on the school team, rattled it right off. From then on it was murder!"

So now "Doc" says that the whole PTA is thinking of signing up for night school!

From where I sit, it always pays to look and think before you leap to conclusions. Take those folks who would deny me a temperate glass of beer without a moment's thought. They wouldn't want me to interfere with their personal preferences for, say, a glass of buttermilk. It's a good idea to think twice before you "spell out" rules for your neighbor.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Politics Is Your Business

(Continued from page 11)

was to report the entire chain of events in context, from the neighborhood meetings to the national elections.

How?—was the next problem. It seemed to us that the best way was to allow politics to speak for itself, to divest it of the mumbo-jumbo, and to allow it time to unravel its own intricacies.

The simplest method seemed to be a series of thirty-minute panel discussions, covering every conceivable topic that would be of interest to the Iowa voter. Two newsmen asked questions, a moderator kept things in order, and for the answers we called on Iowa politicians of both parties.

We started on the precinct level asking such questions as "What is a caucus?"... "Who can attend?"... "How many people make a quorum?"... "Do I have to reveal my party affiliation to go to a caucus?" We learned one thing from these grass roots discussions. We, in the business of reporting, have amassed a proud vocabulary of words like "caucus" and "quorum"... words that are confusing and devious to the listener.

We learned that politics can be simplified and understood, if we avoid such words and use simple phrases instead. People who had shied away from caucuses began to show an interest in neighborhood meetings.

FROM the precinct level and the educational approach, we moved to discussing issues and candidates. We asked direct questions—and demanded direct answers. In most cases, we got them.

This was the most difficult part of the series to arrange. Imagine, if you will, the problems in a campaign year, of getting candidates "A," "B" and "C" all at the same place, the same night. That we did it is not a tribute to the hundreds of letters written, but to the ability of the candidates to squeeze in an appearance. It took juggling, but one of our proud accomplishments was having all three Republican candidates for governor on the same program. It was the only time they so appeared in Iowa.

There were the interruptions in the panel discussion schedule, interruptions caused by events of more transcendent interest. We reported directly from the two state conventions in Des Moines. To cover the conventions, we took special program time and then aired panel discussions a week later to discuss just what had happened.

To back up the entire series, we alerted our thirty-nine correspondents in eastern Iowa to report any factional quarrels, any party maneuvers that might develop in their area. By increasing our correspondents' awareness of politics, we were able to report daily on the progress of the two parties in their race for votes.

WMT is conscious of its responsibility to serve the public. As a continuing public service, we offered to publicize in our newscasts and with spot announcements "get out the vote" campaigns in Iowa communities. Over fifty Iowa communities and groups took advantage of our offer.

TO further publicize the importance of voting, WMT installed two voting machines in its exhibit at the All-Iowa Fair in Cedar Rapids. Use of the voting machine is not mandatory in Iowa, and fully fifty per cent of the people who paused in front of the curtained machine didn't know how to use it. We demonstrated it and, in the process, recorded votes for governor and president. It was a loose system—there were duplicate votes—but oddly enough, the results from the voting machines were almost identical to the ratio in the November elections.

Then we turned to youth. Before the series ever started, we studied a survey made by Purdue University, which held that the youth of the nation were discarding the democratic ideal in massive numbers. Fifteen thousand children were involved, and while we cannot argue the accuracy of the survey, it seemed to prove that youth needed a hand-shaking acquaintance with the American system of politics.

We gave Iowa high school students that opportunity when we asked them to submit a short essay on "Why I Would Like to Attend the Republican, or the Democratic, National Convention." More than 500 students submitted answers. Four winners were selected by Senators Gillette and Hickenlooper of Iowa. Each of the two students selected to go to each convention was accompanied by his civics or government teacher.

They were flown to Chicago, where they stayed overnight at a Loop hotel and then witnessed a day's activities at the convention. The next day, they were flown home. WMT paid the bills. It was costly, but we think it was an unqualified success. For all the students, it was a revelation in practical

politics that both pleased and disturbed them.

While the essay contest continued, the political emphasis was shifting to the national races. The big name politicians began moving into the state. To cover their activities, we assigned one man to follow the campaign trains. Rather than the comment from the candidates—about the same the country over—we chose to report the Iowa atmosphere and the Iowa comment.

We incorporated the whistle of the train, the acid comments of farmers at Ploughville, Minnesota, the fluffs and the side remarks, into special programs. Sometimes, the results were excellent. At Shenandoah, Iowa, when Harry Truman and Robert Taft both appeared the same day, we took sentences out of their speeches, used them alternately, and came up with a slam-bang, old style debate.

In all, we covered 3,027 miles in three states to report the Iowa activities of such men as Kerr, Truman, Eisenhower, Stevenson, Kefauver, Nixon and assorted lesser lights.

Chicago, and reports from the two conventions, accounted for a small part of that mileage. We broadcast from Convention Hall where we averaged three reports a day. We concentrated on the Iowa delegations, and also took time out to interview our high school essay winners.

WHEN the demonstrations were over and Eisenhower and Stevenson squared away, we came home to concern ourselves with the state races. Our panel discussions ended, but we still concentrated on the "get out the vote" campaigns and the local issues.

Election night was the climax to our efforts. We covered eastern Iowa—some twenty-five counties—with our correspondents, and a fifteen person team in our news center. We tabulated returns for all county races, the state and national returns and carried them on the air as available. We were on the air with political returns for seven hours.

That, simply, was our method for "Politics Is Your Business." It's impossible to determine the success of such a project, because the evidence is locked in the minds of thousands of listeners. There were signs, however, that our campaign generated widespread interest in the territory we serve. Still more gratifying was the record vote in Iowa. There are many explanations for it, and we make no unwarranted claims. But we are satisfied that our campaign provided good reason for voting and, in

(Turn to page 20)



**dig THESE DATES men
and plan to be with us
in ST. LOUIS
for the
34th**

**NATIONAL CONVENTION
of
SIGMA DELTA CHI
JEFFERSON HOTEL
NOVEMBER 11, 12, 13, 14
(DON'T DELAY—MAIL THIS IN TODAY)**

CLOSE TO EVERYWHERE

St. Louis is located in the heart of America—easy to get to by plane, train or automobile. We are within convenient driving distance of more than half of the SDX chapters. Get up a car load and plan to attend the greatest convention in the fraternity's history with your friends.

OUTSTANDING PROGRAM

Top-ranking newspaper, radio and public relations speaker will headline the convention program with high government officials. Highlights of the program are outlined in this issue. Watch for special convention issue in October.

ENTERTAINMENT

You won't want to miss a moonlight ride on the Mississippi, a visit to Jesse James hideout in the Ozarks, and four days of Missouri hospitality. Special events for the ladies.

HOTEL

Convention headquarters will be the 800-room Hotel Jefferson. Room rates and convenient reservation blank at your right. Send in your reservation now to R. D. Lewis, chairman Hotel Committee, Laclede Gas Company, St. Louis.

YOUR HOSTS

YOUR HOSTS are the Greater St. Louis Professional Chapter and the Undergraduate Chapters at the Universities of Illinois and Missouri.

RESERVE		Rate \$
Single Room (One Person)		
Double Bed (Two Persons)		"
Twin Beds		"
Parlor and Bedroom		"

RATES—All Rooms with Tub or Shower Bath

Single Rooms for 1—\$5.50 to \$9.00.

Double Rooms for 2—\$8.50 to \$12.00.
(Double Bed)

Twin Bedrooms for 2—\$11.00 to \$12.50.

Parlor Suites—\$21.00 to \$35.50.

NOTE: Unless definitely notified, reservations will not be held after 6:00 p. m.

If type room you wish is not available the next price room will be assigned.

NAME _____

ADDRESS _____

CITY _____

STATE _____

TIME AND DATE OF ARRIVAL _____

SEND THIS RESERVATION TO
R. D. LEWIS
LACLEDE GAS COMPANY
1017 OLIVE ST., ST. LOUIS 1, MO.

"MEET ME IN ST. LOUIE BROTHER . . ."

CLASSIFIED ADVERTISING

Rates: Situations wanted .08 per word; minimum charge \$1.00. Help Wanted and all other classifications .15 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

SITUATION WANTED

Young (24) but experienced. B.J. from Mo. U. ('50) and 4 times an editor-manager (college weekly, Missouri weekly and daily, Army weekly). Member SDX. Married, ready to settle. Have car. No drinking. Desire editorship on small daily or big weekly in Midwest. Performance will justify good salary or percentage deal. Hurry! have two good offers already and still in Army. Available Oct. 1. Box 1052, The QUILL.

Young man desires to switch from advertising to news reporting. Prefer large or medium paper, any location. Extensive political, labor experience. Minnesota journ. grad., Missouri undergrad. Have reported free lance. Will furnish details. Box 1051, The QUILL.

MAN WANTED

If you have had all around weekly newspaper experience I want to get in touch with you. I have two weeklies in New York state and wish to hire a manager-resident publisher to oversee all operations. Will make it interesting to man who can handle such a proposition. Box 1050, The QUILL.

NEW PRICE LIST ON SDX INSIGNIA

Standard Badge	\$6.00	
Standard Key	\$6.75	
RINGS (Specify Ring		
Size with all orders.) 10K Gold Sterling		
Onyx, Badge panel		
mounted	\$19.00	\$9.50
Black enamel top,		
Badge panel		
mounted	17.50	8.50
Signet, Badge panel		
mounted	16.50	7.50

IMPORTANT: ADD 20% FEDERAL TAX TO ALL EMBLEM PRICES LISTED

All emblems must be ordered through National Headquarters. Orders for emblems cannot be placed, however, until the initiate has been enrolled as a member and assigned a National Number. The National Number and the member's initials appear on each emblem.

SIGMA DELTA CHI

35 E. Wacker Drive
Chicago 1, Ill.

(Continued from page 18)

this sense, we believe it was worthwhile.

We learned much. As average news-men, we found ourselves generally ignorant of the intricacies of politics. And, we have a hunch that might be a general fault in our profession. We believe there is a need for reporters who will concentrate on political reporting—if only as a hobby. We believe there is a need for political analysis on the local and state level—where there is a particular lack of simplified, down-to-earth reporting.

To be sure, there are the political experts in every state, but they are oftentimes so expert that they confuse the issues. There is a need for reporters who will study the inequalities of the city and state codes, the intricacies of government, and who will translate them into simple reasons for

the decline in the popularity of politics.

"Politics" is the most important, single continuing story in our assignment books today. We are important as the only organized critics of the inequalities of our governmental system. We have the machinery and the know-how, but the driving urge to continue a critical evaluation of democracy is many times superseded by a policy of convenience.

We believe there is a need to humanize politics...to take it out of the back room, give it a bath and shave and show it around town, for the good fellow it is. We believe a policy of simplified political language, and the simplification of issues is the way to do it.

We believe our responsibility to make certain the people "know" is as important as "the people's right to know."

From Quill Readers

Editor, The Quill:

Congratulations to you for your "Television Number." A truly enlightening series of articles. I hope you'll continue publication of such work in QUILL. Might I suggest that a monthly column of radio-TV news features be inaugurated in the magazine.

Robert S. Dunham

News Director, KVOR
Colorado Springs, Colo.

Editor's Note: The Quill appreciates Mr. Dunham's suggestion. While it is unlikely that the magazine will ever be departmentalized to the extent of regular columns on the many different fields of journalism, this issue and others before and to come offer evidence of its continuing interest in broadcasting and telecasting as major mediums of news and opinion.

Editor, The Quill:

I've read the TV issue of The QUILL with deep interest and I just want to say that the most literate piece in the whole magazine and the one that made the best sense was the one signed "Carl R. Kesler."

It summed up the whole business with great skill, massive detachment and it deserves the widest reprinting. Norman Isaacs, Managing Editor
The Times
Louisville, Ky.

Editor, The Quill:

I've just read an issue of The QUILL (July, 1953) and to say the least I was impressed.

The QUILL is truly a great magazine and one worthy of reading by all of us in the field. I enjoyed the article by Spence Allen as I am a long time Chicago radio man and believe that TV is only TV in Chicago. . . . Continued success to your efforts.

William Evenson

News and Special Events, WTMA
Charleston, S. C.

Editor, The Quill:

I would like to commend the editors on the excellence of the "new" QUILL. Every time I receive a new issue I spend the evening going through it—from "Bylines in This Issue" to "The Book Beat" by Dick Fitzpatrick (whom I met when I belonged to the Washington, D. C., Professional Chapter of Sigma Delta Chi).

Arthur E. Powers

San Francisco

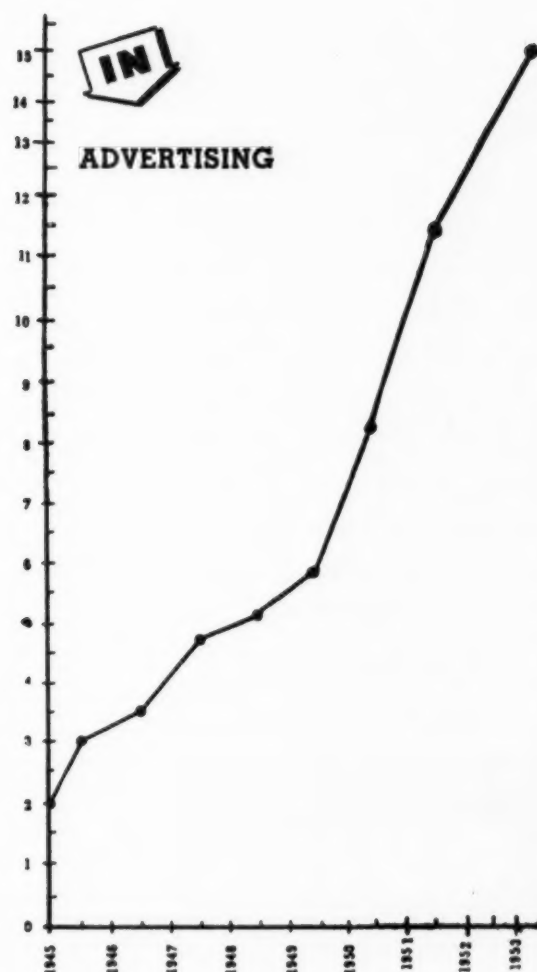
Editor, The Quill:

Please correct my address for The QUILL. I enjoy it very much, and would most certainly not want to miss any particular issue.

Robert G. Robinson

Director of Publicity
Chamber of Commerce
Omaha, Neb.

OUTSTANDING GAINS!



The QUILL continues to show a gain in circulation and advertising, month after month. Its nationwide circulation reaches more newsmen and editors than any other monthly press publication and at the lowest cost per thousand.

We strongly urge careful examination of The Quill when you plan your top-level advertising strategy.

for further information call

VICTOR E. BLUEDORN, Bus. Mgr. Telephone CEntal 8-6577

**THE
QUILL**

35 E. Wacker Drive Chicago 1, Illinois

The Book Beat

By DICK FITZPATRICK

QUILL readers who found the July issue, devoted to news coverage by and about television, down their alley will find the "Television News Handbook" (Medill of Journalism, Northwestern University, \$2.50), scheduled for publication within the next fortnight, touring the same thoroughfare.

Fact is, four of the articles in *The QUILL* were taken from chapters in this volume, edited by Baskett Mosse and Fred Whitney. The "Television News Handbook," made up of talks given at the first National News Seminar at Northwestern University last spring, covers the subject all the way from angle shots to zooms, and appears to be an indispensable addition to the library of anyone actively involved in the television news field.

News executives of major television stations and experts on various technical aspects of television news equipment and facilities are the authors of chapters on such subjects as "Setting Up the TV News Operation," "Writing and Building the Man-On-Camera

Program," "Producing the Local Television Newsreel," "Selection, Care and Use of Camera Equipment," "How to Make TV News Pay," and other highly pertinent aspects of the trade. Television news and picture services are covered, as are the specific cameras used in TV newsreel work. Throughout the volume the question of costs is handled with refreshing frankness.

Of special interest to television craftsmen, in view of debates which have resulted from efforts to telecast some events, is a chapter by Fred S. Siebert, director of the University of Illinois journalism school and an authority on journalistic law, on "The Right to Report by Television." Analyzed are the locations where TV news cameras can operate freely, the difference between news, entertainment, and advertising, and the rights of the individual.

And for the newcomer to the field there's a glossary of television news terms, prepared by Stephen Fentress, of WGN-TV, in which one finds to his disappointment that a *dolly* is not a frame designed to carry a low-cut gown but a movable mount designed to carry a camera and that a *loop* in television has more to do with the film path through the projector than it does the Chicago downtown district.

"If loop is not exact number of frames required," it says here, "lip sync will be destroyed."

Hmm...sounds a little frightening.

A TYPE of journalistic award that does not get lost is usually the Sigma Delta Chi award for research in journalism which in the past years has always gone to a book. While we will not review the book because an earlier issue of *The QUILL* carried the foreword to it as an article by James Pope, we will say that our nomination for the 1953 award for research in journalism next time is Harold L. Cross' "The People's Right to Know: Legal Access to Public Records and Proceedings" (Columbia University Press, New York, \$5.50).

This 405-page book is a perfect example of thorough research. While it is an excellent piece of legal research, it applies directly to the field of journalism and the most important problem facing journalists—access to news.

After a general definition of terms and discussion of the situation, most of the book is devoted to discussion of access to records on the state and local

level. Fortunately, the author devotes about fifty-three pages to a discussion of access to records of a non-judicial nature on the federal level.

This is an excellent and complete discussion and one of the few detailed discussions of the problems faced in Washington. As Cross points out, the access to records on the federal level is discretionary on the part of the administrator and to a large extent many federal non-judicial records are of a non-public character.

Of the many books that will be published this year, this book certainly is one that the working newsman and the student alike could well afford to study in great detail. It affects the reporter at a most critical spot—the source of news.

SOMEWHAT off the beaten track are several books which publishers call to our attention. Two of these are in the economy class and might be good incidental reading for newsmen.

"7 Arts" (PermaBooks, New York, 50c) is a 270-page book edited by Fernando Puma, which includes articles on painting, sculpture, music, dance, theatre, literature and architecture and forty-eight pages of reproductions of paintings, sculpture and photographs.

Among the twenty-two text contributions to this book are original articles on "The Artist and Society" by Thomas Mann, "Decline of English Criticism" by J. B. Priestly and "The Present Relationship of Prose to Verse" by William Carlos Williams. The book also includes Frank Lloyd Wright's views on modern architecture, Leonardo da Vinci on the difference between painting and sculpture and Plato on art and poetry.

"7 Arts" is an interesting book that offers some different and stimulating reading.

Don M. Wolfe's 11-page introduction to his selection of sixty-four stories and poems of promising young writers is worth the price of "New Voices: American Writing Today" (PermaBooks, New York, 50c). His introduction discusses the problems of the beginning creative writer and is recommended to the journalism student.

For the serious student of writing, Theodor Reik's "The Secret Self: Psychoanalytic Experiences in Life and Literature" (Farrar, Straus and Young, New York, \$3.50) may furnish some really new information on the workings of human beings.

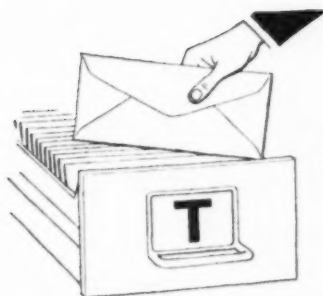
In this 329 page book, this noted psychoanalytic writer discusses some well known literary characters and works. "The Secret Self" is fascinating reading for the creative writer.

THE QUILL for September, 1953

NEW ADVERTISERS NOW USING

THE QUILL

BROADCASTING-TELECASTING
CHICAGO DAILY NEWS
CHICAGO SUN-TIMES
THE CHRISTIAN SCIENCE MONITOR
COLLIER'S
LOOK
NBC
STANDARD OIL COMPANY
(NEW JERSEY)
WAMQ—CHICAGO
WBNS-TV—COLUMBUS
WMT—CEDAR RAPIDS
AMERICAN TRUCKING INDUSTRY
DOUBLEDAY & COMPANY
GANNETT NEWSPAPERS
JOHNS-MANVILLE CORP.
KNIGHT NEWSPAPERS
NEW YORK MIRROR
THE WALL STREET JOURNAL
THE CAXTON PRINTERS,
CALDWELL, IDAHO
THE COURIER-JOURNAL
THE LOUISVILLE TIMES
ESSO STANDARD OIL COMPANY



LIVE ITEMS FROM OUR MORGUE



goes trucks' accident ratio for 4th straight year!



The 1953 edition of Accident Facts, just released by the National Safety Council, analyzes accidents in terms of vehicle registrations. Out of the total number of vehicles involved in accidents, the relative number of trucks declined

for the fourth straight year.

The table below shows clearly that trucks now have a better safety record than automobiles. Particularly significant is this record when you realize that trucks have greater exposure to accidents, because they average greater mileage per year than do passenger cars.

TABLE: ACCIDENTS vs. REGISTRATIONS

TRUCKS

YEAR	Of all vehicles involved in accidents, truck percentage was:	Of all vehicles registered, truck percentage was:
1948	17%	18%
1949	15	17
1950	14	17
1951	14	17
1952	13	17

PASSENGER CARS and TAXIS

YEAR	Of all vehicles involved in accidents, car and taxi percentage was:	Of all vehicles registered, car and taxi percentage was:
1948	80%	81%
1949	82	82
1950	84	82
1951	84	82
1952	85	82

Walter F. Carey

President, American Trucking Associations



AMERICAN TRUCKING INDUSTRY

American Trucking Associations,
Washington 6, D. C.

Personal Mention

Opposite the Editorial Page of **EDITOR & PUBLISHER** is a section which enjoys one of the highest readerships of any in the book. It's here that newspapermen keep track of other newspapermen.

Someone retires; another is honored by an achievement award; a subscription manager winds up a long career and receives a watch and a bull dog; a well-known reporter joins another paper to head the sports department; still another is on a special assignment in Africa. And so on. Every week, we report on the activities of the men and women who work for the nation's press—where they go, what they do, who they marry, when they die, why they're honored.

This is the same sort of homey, readable stuff that helps make any local newspaper indispensable to its community.

And it's what helps make **E & P** so popular with its readers. That and all the rest of the important news about newspapers—mergers, policies, new ideas, conventions, linages, advertising, circulations, scoops, photography—you name it, we've got it.

You can keep up to date with everything and everyone in your field for only \$6.50 a year. 52 news-packed issues of **Editor & Publisher** delivered to your home or office make you a mighty well-informed person.

Editor & Publisher includes these services: International Year Book, Linage Tabulation, Annual Syndicate Directory, Mechanical Tabulation Issue.

The spot news paper of the newspaper and advertising fields

EDITOR & PUBLISHER

TIMES TOWER • TIMES SQUARE • NEW YORK 36, N. Y.



Subscription rates—\$6.50 in U. S. and possessions, Canada, Mexico, Central and South America, Spain, and the Philippines; other countries, \$7.50.